

# Seals' 3rd Straight Loss

OCT 26 1967  
By SPENCE CONLEY  
Tribune Sports Writer

DETROIT — The California Seals' rocky journey through early National Hockey League play gets a whale of a lot tougher before it gets easier — starting tonight nine of their next 13 games are against established Eastern Division clubs.

Defensive errors (count them, four) cost the Seals a 4-1 lacing last night at the hands of injury-riddled Pittsburgh. That dropped the Seals unceremoniously into sixth place in the Western Division.

Again it was a case of inept center play offensively and surprisingly a less-

than-perfect effort from the previously-steady defense.

It was the Seals' third straight loss. The frustration is that they are still three points away from the top and a win anywhere would put them back in the thick of things.

But a work-stoppage — the absence of a determined effort of the physical output and mental concentration which knits offense and defense — is the crux of their current slump.

It is this aspect, too, which has affected the Seals in the last 30 minutes of their last three games; tight games have blown apart during that span.

Pittsburgh, going without three journeymen defensemen and then losing star center Earl Ingerfield with a severe knee injury in the second period outworked the Seals with hustle and jumped themselves into second place.

Seal goalkeeper Charlie Hodge, the club's top performer despite the losses, was treated harshly by his own defense: two Penguin goals were on breakaways and the others on picture patterns right from the heart of the usually congested slot.

Veteran Ab McDonald scored twice — the first and third goals — while Val Fon-

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in order to perk up an offense which has produced only four goals on this road trip, while yielding 12, Seal coach Bert Olmstead juggled his forward...

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teyne and Bill Dea got the others.

The only Seal goal was a second-period power effort by wing Bill Hicke, who tied the game momentarily with a backhand shot into a wide open net.

Just when the Seals appeared to be loosening up, referee Ron Wicks would toot his whistle and the penalty situation, either for or against, would interrupt their rhythm.

In order to perk up an offense which has produced only four goals on this road trip, while yielding 12, Seal coach Bert Olmstead juggled his forward lines en toto. But nothing worked.

"The story is work, pure and simple work," Olmstead said, "and we aren't. I don't know what the answer is."

Although the Seals only trailed 2-1 going into the final 20 minutes, the Pittsburghers took advantage of their listlessness to score twice in two minutes.

It is this kind of explosive offense which the Seals can expect tonight from the likes of Gordie Howe and the rest of the Red Wings who are tied for second in the East.

And then the Seal defense went laywire with steady Bob Baun and Kent Douglas getting trapped up ice on Penguin breakaways.

"We worked real hard for that game," said Pittsburgh Coach Red Sullivan. "It was the best game we've had with an expansion club. It was nip and tuck until Fonteyne's goal and that gave us the lift we needed."

"What with our injury prob-

lems," he added, "I thought our club played better than it should have."

No question about it.

First period—1, Pittsburgh, McDonald 2 (Ingarfield) 8:30. Penalties—Lemieux 2:44; McCallum 5:28; R. Harris, 7:50; McCreary 7:50; Bovin 13:09; Ehman 13:45; Douglas 14:24; Speer 17:55.

Second period—2, California, Hicke 4 (B. Harris) 3:33, 3, Pittsburgh, Fonteyne 1 (Ubrlaco) 14:59. Penalties—Douglas :41; Andrea 2:02; Boehm, 8:03; Bovin 8:03; Sperr 8:47; McCallum 10:56; Cahan, 13:21; Bovin 13:21.

Third period—4, Pittsburgh, McDonald 3 (Bathgate, Andrea) 12:53, 5, Pittsburgh, Dea 2 (unassisted) 14:40. Penalties—McDonald :44; Boyer 1:01.

Shots on goal by:  
Pittsburgh ..... 15 9 14—38  
California ..... 6 13 6—25

Attendance 3,819.

# Seals Not Trying, Says Coach

OCT 24 1967

By SPENCE CONLEY  
Tribune Sports Writer

PITTSBURGH — The essence of National League hockey is skating and team aggressiveness and in the often blunt opinion of California Seal boss Bert Olmstead, his squad is failing at both.

But at the same time, Olmstead refuses to call the doldrums which have smitten the Seals in consecutive losses to Minnesota and Philadelphia, a slump.

"They just aren't trying, aren't concentrating," he declared, "And I've tried everything to get them to snap out of it. I've insulted and threatened, but they've just quit. I can't figure it out."

The Seals arrived here yesterday to get ready for their next spurt of action, tomorrow night against the red-hot Pittsburgh Penguins and Thursday against Detroit, their first meeting of the year with an Eastern Division club.

Although the club has two days to get ready for Pittsburgh, Olmstead doesn't think rest is the problem with the Seals.

"I took it easy on them before the L.A. game last week in our building, knowing full well that we would have some tough travel periods. But being tired is just an excuse. They aren't concentrating on what they are supposed to do."

Olmstead is especially critical of his centers — Charlie Burns, Bill Harris, Joe Szura, and sometimes Wally Boyer — who haven't managed their lines with any efficiency.

"We knew before we came on this trip the centers were going to have to carry the load but they haven't, and the frustrating thing about this is that centers is one of our strongest positions.

"We are getting great goaltending from Charlie Hodge and good defense, but the forwards aren't doing a thing. If we just got one goal from each of our lines we'd have beaten both Minnesota and Philly."

Both Harris and Szura have hit the bench for more than minimal periods of time and their problems forced Olmstead to switch Boyer off his left wing spot on the Burns line to center for Bill Hicke and Gerry Ehman.

Terry Clancy who hasn't seen much action to date, took Boyer's wing spot and in Olmstead view, "He looked like he was the only guy who wanted to play hockey."



# Seals Lose Again; Face Leafs Tonight

By SPENCE CONLEY

Things couldn't possibly be any gloomier for the Oakland Seals — or maybe they could be, the Stanley Cup champion Toronto Maple Leafs invade the Coliseum Arena tonight.

Faceoff time is at 8 p.m. and the Seals may need a battalion of U.S. Marines to defend against the Leafs — especially after last night.

The Seals blew a three-goal lead in the second period and lost a nail-biter, 5-4, to the hard-working Western Division-leading Los Angeles Kings.

It was the Seals' eighth loss in this dismal 11-game winless streak and it was a case last night of snatching defeat from the jaws of victory.

Brian Smith, brother of Seal substitute goalie Gary Smith, cracked in a 15 footer with less than five minutes left in the game to snare the King victory.

It was the sixth time this season that the Kings had rallied from at least two goals

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down to get back into the ball game.

They jumped out to a 3-0 lead through the first period and two minutes, then collapsed before the Kings' three-goal second period. Took back the lead in the third period, but couldn't hold it.

Swarbrick's goal — his fourth in the last six games — came as a result of Burns' centering pass out of the right wing corner.

Four minutes later Laughton got his first NHL goal after Burns again feed a pass right in front of the net aimed at Caron who was driving in from the point on a Seal power play.

Throughout the first period, the Seals put the pressure on the Kings, but had to have some good goalkeeping from Charlie Hodge to stay out of trouble themselves.

Caron made it 3-0 on a scorching 30-foot slap shot delivered with King defenseman Dale Rolfe draped across his shoulders, opening the second period.

Charged up by the realization of their predicament, the Kings got hot, and in lightning span of six minutes, tied it up — that's right, fans, tied it.

The Kings just outskated the Seals from that point on and every time the Oaklanders would try to move up the ice, they'd go reeling backwards into their own end.

Oakland: Goal—Hodge. Defense—Erickson, Baun, B. Lemieux, Cahan, Douglas. Forwards—Burns, Laughton, Swarbrick, Boyer, Harris, Ehman, Hicke, Boehman, Caron, Harris.

First period—1, Oakland, Swarbrick 5 (Burns, Laughton) 13:31. 2, Oakland, Laughton 1 (Burns, Caron) 17:22. Penalties—Amadio 16:47.

Third period—7, Oakland, Harris 3 (Ehman, Caron) 3:49. 8, Los Angeles, Joyal 3 (Rolfe, Irvine) 11:29. 9, Los Angeles, Smith 2 (Gray, Rolfe) 15:43. Penalties—White 3:12.

Shots on goal by:  
Oakland ..... 9 14 9-32  
Los Angeles ..... 6 15 7-28  
Attendance 5,164.

# Seals Tie Wings, Escape Last Place

NOV 17 1967

By SPENCE CONLEY

The Oakland Seals have started the long, hard climb back into the race for the National Hockey League's Western Division title.

Helped by Suitcase Gary Smith's masterful bag of goal-tending tricks and a generally steady team effort, the Seals managed a 1-1 tie with the Detroit Red Wings.

The tie lifted the Seals into fifth place in the division, even with idle St. Louis at 10 points apiece, the first time in a month that the Oaklanders have been out of the cellar.

And were it not for an erratic power play, which at one point claimed a two-man advantage for a minute and 31 seconds — without scoring — the Seals might have won.

They were thinking instead of working, commented Seal boss Bert Olmstead. "We've had that happen to us too often, getting two men up on a team and then not scoring. That hurts, especially in a game like this."

But Olmstead was satisfied with the team effort which

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# Basement

Continued from 1st Sports Page

was steady and very pleased with the continuing performance of the "Helmet" line of center Mike Laughton, Charlie Burns and George Swarbrick.

He was equally high on Smith, the 6-4, 215 - pound youngster from Toronto, who now has yielded but two goals in his five periods of hockey so far.

Last night was his first start and first full game in the NHL and he was terrific.

The Seals opened the scoring at 3:44, a little more than a minute after Detroit's Paul Henderson had been sent off the ice for holding.

The Helmet Line, plus Alain (Boom, Boom) Caron, went to work on the power play and before long, Burns fired a pass out from behind the net to Swarbrick who unloaded an 18-foot backhand, which Caron tipped past goalie Roy Edwards.

But the hard - skating Red Wings came back to tie it less than two minutes later when Gary Jarrett spanked a screened 20-footer past Smith.

That was the extent of the scoring and although the Detroiters had the better of the shots, 21-18, the Seals had some pretty good scoring opportunities.

The great Gordie Howe put Smith to a solid test late in the second period, however, when he dodged over the Seal blueline, faked once and then blasted a shot which seemingly had Smith beaten. But the big goalie got it.

"It was a really close - checking game," commented Red Wing coach Baz Bastien, "and we couldn't get any real shots. We controlled the puck pretty well, but couldn't do anything with it."

He also was high on the play of Smith, but Smith, himself, wasn't too sure.

"The team played a great game and I didn't have a real tough chance at all in the third period. But I still don't feel in top shape.

"I don't feel at home. I'm not working together with my defense well enough. I'm getting caught out of the net more than I should. But I guess that's because I haven't played much."

First period—1, Oakland, Caron 2 (Swarbrick, Burns) 3:44, 2, Detroit, Jarrett 3 (Delvecchio, Young) 5:19. Penalties—Henderson 2:10; Young 17:17; Marshall 17:36.

Second period—none. Penalties—Marshall 8:22; Caron 10:05.

Third period—none. Penalties—Young 7:50; Laughton 7:50.

Shots on goal by:  
Detroit ..... 9 8 4—2T  
Oakland ..... 7 5 6—18

Attendance 4,280.

Stanford.  
about one for Cal tomorrow at  
planning on even thinking  
70 years, but Willsey isn't  
many unexpected heroes in its  
The Big Game has produced

# Offense Offensive, Seals Lose Again

NOV 30 1967

By SPENCE CONLEY  
Tribune Sports Writer

PHILADELPHIA, Pa. — If the National Hockey League ever takes it upon itself to wage war on poverty, it'll have to start with the Oakland Seals' offense. It's poor.

The punchless Seals, here

today to meet the Western Division - leading Philadelphia Flyers tonight, were reeling victims of a 6-1 blasting last night at the hands of the Pittsburgh Penguins.

It was the 10th loss in 11 road games for the Seals whose offense has contributed a skimpy 1.6 goals per road appearance. The Seals are also winless in four tries against Pittsburgh.

The Seals were hammered by a Penguin attack which flashed speed, fancy play making, and opportunistic scoring, which rang up the most goals to ring up the most goals the club has scored this season.

Bob Dillabough, a wing converted to center after the Penguins lost star pivot Earl Ingarfield, showed most of the speed and play making, scoring once and setting up two others.

Keith McCreary got two scores to top the goal production, however.

But Dillabough, centering for big Andy Bathgate and Ab McDonald, helped his line rack up the three big goals of the night.

Meanwhile, the Seal attack missed chances time after time.

They had trouble completing plays, and when they did, Les Binkley would block the shot. He stopped 23 for the night and would have had a shutout except for Gerry Ehman's goal in the third period.

But mostly it was a night when a fifth-string center for the Penguins showed he wants to play in the NHL, the 5-11, 165-pound Dillabough.

Dillabough, who caused the Seals all kinds of trouble in the last Pittsburgh game in Oakland, did it again with a fine individual play to open the scoring.

Bathgate took possession of

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the puck about 30 feet inside his own blueline and nailed Dillabough with a perfect pass as he was breaking clear at the red line between Bob Baun and Aut Erickson. Dilly faked once and slid the puck in behind Charlie Hodge at 7:23.

Ubriaco got the second Penguin goal just about at the four minute mark of the second period, converting Leo Boivin's long slap shot from the point, with a whirling 18-foot backhand that beat Charlie on the wide side of the net.

Although the Seals had failed to score in the opening two periods, they seemed to be shooting the puck a little better, peppering Binkley with 17 shots in the second period.

Pittsburgh had the shooting edge through game, however, 32-23.

Making the shots count of course is the object of the game and the Penguins didn't miss when they had the chance.

In the final period, the methodical Pittsburgh play-making paid off again, this time it was Art Stratton into the corner to Ken Schinkel, over to McCreary for a successful tip-in.

The Seals finally got on the scoreboard at 11:42 of the final when Wally Boyer swiped a pass from the Pittsburgh defense and dealt it over to Ehman for a 10-foot shot that wrecked Binkley's bid for his second shutout of the season over the Seals.

He did it before out in Oakland, 1-0.

Apparently angered by their error, the Penguins took off with Dillabough leading the way.

In a span of 31 second the fleet Dillabough, put Ab McDonald in for his ninth goal of the season and Bathgate in for his ninth, the latter's first in 10 games.

McCreary got his second with a semi-break down the left-wing side, firing past Hodge from about 20 feet. With 44 seconds left in the contest. And as far as the Oaklanders were concerned, it was no contest.

First period—1, Pittsburgh, Dillabough 6 (Bathgate) 7:23. Penalties—None.  
 Second period—2, Pittsburgh, Ubriaco 2 (Fonteyne, Boivin) 3:58. Penalties—None.  
 Third period—3, Pittsburgh, McCreary 4 (Schinkel, Stratton) 7:04. 4, Oakland, Ehman 4 (Boyer) 11:42. 5, Pittsburgh, McDonald 9 (Dillabough, Price) 14:12. 6, Pittsburgh, Bathgate 9 (Dillabough, McDonald) 14:33. 7, Pittsburgh, McCreary 5 (Stratton, Schinkel) 19:16. Penalties—Baun 8:14, Boyer 11:59, McCreary 11:59.  
 Shot on goal by  
 Pittsburgh ..... 15 7 10—32  
 Oakland ..... 10 17 6—32  
 Attendance 4,499.

# Maple Leafs Blank Seals

DEC 3 - 1967

By SPENCE CONLEY  
Tribune Sports Writer

TORONTO — Talent-rich Toronto combined the young (22-year-old Ron Ellis) and the old (44-year-old Johnny Bower) last night to conk the Oakland Seals, 3-0, before 15,725 in Maple Leaf Gardens.

While the amazing Bower guarded his net with the tenacity and skill of a panther, Ellis smashed in a pair of third period goals to send the Seals trudging home today losers of two out of three on this current road swing.

It was the Leafs' 10th straight home game without a loss (nine wins and a tie) and it came because Ellis had the moxy to get crackling after a first period KO check by tough Mike Laughton.

Laughton nailed Ellis along the right wing boards near the Toronto blue line and Ellis went down for the count. He managed to recover however, and get back into action before the period was over.

The Seals had some great chances in the opening 20 minutes, getting off 20 shots at the veteran Toronto goalie but while they were failing to connect, the Leafs were getting stronger.

In the next period, the shot difference was reversed, with Toronto getting off 19 to the Seals' six.

Although Oakland goalkeeper Charlie Hodge made several admirable saves, he couldn't keep the Leafs' hustling Mike Walton from col-

lecting the game's opening goal.

Bob Baun got control and tried to feed a pass to Bill Harris maneuvering to get free at the Seal blueline, but Harris lost the puck, Leaf Brian Conacher grabbed it and slipped a pass right down the middle to Walton who converted for his 14th goal of the year — the best goal record by any Leaf.

The Seals skated well during the first period or so, but then, as the Leafs got tougher defensively, had to start dumping the puck and chasing it into enemy ice. The Toronto defense wouldn't let them do much else.

It wasn't too long after the Walton goal that things started to pick up, energizing the large crowd which had been silent with the exception of the score.

On one Leaf sortie, Walton took a slice at Hodge with his stick and Kent Douglas smacked him over the head with his stick, and Pete Stemkowski went after Douglas. Douglas didn't pursue the matter any further however, since the Seals were already shorthanded.

In the deciding final period the Seals were unable to get moving because of three straight penalties.

George Swarbrick and Stemkowski went off together for roughing and a little more than a minute later Ellis got his first, a powerful 12-foot rebound shot which Douglas couldn't prevent. He was there, but could get to neither Ellis nor the puck.

Ellis' second goal, on a power play, was a perfectly-placed 30-foot blazer out of the right wing circle which entered the net between Hodges' big knee pad and the pipe, apparently unseen because of an accidental screen by Douglas.

The Seals put equal pressure on Bower but, as usual, he wouldn't budge.

In fact, in the last six periods of hockey he's played against Oakland, he's only given up one goal. And the Seals had 38 shots at him, their second highest game total of the season.

First period — None. Penalties — Pro-novost 5:33; Baun 8:24; Pappin 13:04.  
Second period — 1, Toronto, Walton 14 (Conacher, Horton) 8:09. Penalties — Cahan 15:45; Toronto, too many men on the ice, served by Carleton, 19:36.  
Third period — 2, Toronto, Ellis 10 (Horton, Walton); 4:32; 3, Toronto, Ellis 11 (Pappin, Oliver) 18:19. Penalties — Stemkowski, Swarbrick 3:21; Douglas 12:06; Cahan 17:29.  
Shots on goal by:  
Oakland ..... 20 6 12—38  
Toronto ..... 10 19 20—49  
Attendance 15,725



# Arena Hockey Outdraws S.F.

TR E JAN. 5, 1967.

By ED SCHOENFELD

Hockey in Oakland's new Coliseum Arena is drawing 28 per cent more people than it ever did in the Cow Palace.

Thirteen games have been played by the Seals in the gleaming all-glass Arena, and the fan response after a corresponding number of dates is 21,219 beyond their peak season in San Francisco.

The Seals drew 45,219 to their first 13 games last year in the Cow Palace, their fourth season there.

The 13-game count in Oakland is 75,407, Coliseum, Inc. reports today.

In contrast, the first year the Seals played 13 games across the bay they drew

47,744.

The Seals' best start in the Cow Palace was in 1963-64 when 53,488 turned up for the first 13 games. The figure dropped to 37,365 after 13 games the next season.

Two Oakland games this year drew more than 8,500, and three others topped 6,200.

The average gate here has been 5,800.

"I'm very encouraged," says George Fleharty, who as president of the Seals is the man who called the shot to move from San Francisco to Oakland.

"I wouldn't be surprised if we wind up doing two to one over last year," he said.

The hockey club leader

pointed out the Seals have not yet fully developed their program for home attendance.

Fleharty explained the Seals staged a strong and successful season ticket campaign, and are supplementing it with a campaign of group sales.

"I think this program will take full affect after the first of next month," he said, "and we will show even a greater spread as compared to last year.

"Winning some games will also help a great deal," Fleharty added.

The Seals have 23 more games in Oakland this season. The home campaign runs through March 31.



# Seals' Van Gerbig Offers To Buy Out Shasta

APR 15 1967

Barry Van Gerbig, youthful millionaire sportsman, is on the verge of becoming sole owner of the California Seals' National Hockey League franchise.

The Tribune learned exclusively last night that Van Gerbig, currently a general partner in the Seals ownership, is attempting to buy out his partner, the Shasta Corporation, headed by George Fleharty.

Fleharty confirmed the story today.

He reported that Shasta Corporation made an offer to Van

Gerbig to buy its share of the Seals.

"We are now having discussions along those lines," Fleharty stated. "Nothing has been finalized. I have no idea how soon it will be."

At the same time, Van Gerbig is attempting to sign Frank Mathers, ice boss of the American Hockey League's Hershey Bears, as the Seal coach and general manager.

He also is negotiating with Frank Selke, Jr., a former Montreal executive, to take the job as business manager.

On still another front, Van Gerbig's Seals are very near to completing arrangements

to place a minor league (WHL) club in Phoenix.

Van Gerbig attended last night's Seal-Seattle game with a two-man delegation from Phoenix.

The reported arrangement between the parties would call for the Seals to sell players outright to Phoenix, adding eight others with right of immediate recall, thus establishing the first major line in the club's NHL farm chain.

Van Gerbig declined immediate comment on the series of franchise maneuvers, apparently waiting for completion of all negotiations before making an official statement.

The key question now is what will be the fate of current Seal general manager Rudy Pilous?

Pilous, who has a three year contract, has not been with the Seals since Dec. 19, except for short periods. The remainder of his time has been spent scouting players for the NHL expansion draft which will be conducted in Montreal, June 5-9.

Assisting Van Gerbig in his management discussions has been Seal chief scout Bob Wilson.

Alan Eagleson, the "hockey attorney" has been aiding in Van Gerbig's proposed purchase of Shasta Corporation.

Eagleson also was with the 26-year-old Floridan last night.

Shasta Corp., a key instrument in the acquisition of the Seals' NHL franchise, little more than a year ago, owns the Ice Follies and a Fresno UHF television station.

Van Gerbig and Shasta formed a general partnership last year just before the NHL franchise meetings were held. Shasta was to have managed the business end and Van Gerbig, the hockey end.

Van Gerbig was appointed, and still serves, as the Seals' representative on the NHL Board of Governors.

—By SPENCE CONLEY

# Van Gerbig To Reveal New Seals?

APR 19 1967

By SPENCE CONLEY

Barry Van Gerbig, a co-owner of the California Seals, has called a press conference for tomorrow, presumably to announce his take-over and reorganization of the National Hockey League franchise.

VanGerbig told the Tribune today that both he and his general partner, Shasta Corporation, have "agreed in principle" about the transfer of interest, but "there's no ink on any paper and I'd rather not elaborate any further than that at this time."

The conference was called for 4 p.m. in the Athens Athletic Club in Oakland.

Van Gerbig, 26-year-old Florida millionaire, has been a partner with Shasta in the operation of the Seals' Western Hockey League team.

Although he was a minority interest holder, he had equal ownership under a general partnership arrangement.

Van Gerbig's purchase of the Shasta's interest was arranged by Frank (Sandy) Tatum, attorney for Shasta Corp.

Although it was rumored that Bing Crosby, Virgil Sherrill, and George Coleman, wealthy and influential associates of Van Gerbig's in the early stages of his involvement with the club, he declared none owas coming back into the ownership of the team.

He explained that the new ownership would consist of Van Gerbig family members and friends, both here and in Florida.

He also promised that the current eal operation would undergo a major overhauling and said a staff meeting today was necessary before making any changes. He wouldn't say what changes were planned, however.

In that area, though, Van Gerbig acknowledged that he was to meet this afternoon with Jim Stockman of the Edgewater Inn, to discuss proposals for either a new Seal office building near the hotel, or acceptance of space in Stockman's planned 13-story hotel tower near the Coliseum Complex.



# Seals' Ticket Sales Goal Set at 7,500

APR 23 1967

By SPENCE CONLEY

Barry Van Gerbig's takeover of the California Seals is barely 48 hours old, yet the machinery of business management and ticket sales has revved up to full power.

The Seals are aiming for 7,500 season tickets for their first NHL season, with an ultimate goal of 100 per cent annual subscription to the coliseum arena's 12,500 seats.

Jim Lingel a 35-year-old Ivy Leaguer who incidentally still holds the American indoor 300 yard spring record of 30.5, is in charge.

Lingel, is a tall veteran of 12 years in sales, 10 of them with IBM.

"We've got a big job of selling," says Lingel, "because we are just through with a minor league season that wasn't a super artistic success.

According to Van Gerbig, the young millionaire who bought out Shasta Corp. on Friday, the Seals are going to spend "money, time and relentless energy" in selling the sport.

Even without such saturation promotions, of which the Seals speak, no less than 20 groups already have indicated they'll take the remaining seats after a season ticket sale, for fund-raising gimmicks.

Lingel's seven-man staff is hitting business in Oakland, San Francisco, the Peninsula, San Jose and Southern Alameda County.

A giant advertising program in newspapers, television and radio is planned.

"We are going to make sure that every one of the 4.5 million persons in the metropolitan Bay Area knows who we

are and what we've got to sell," Lingel adds.

The club headquarters are at 1322 Webster St.

"But believe me we are going to serve the Bay Area in every way we know how to make our sport a success."

The club seemingly is off to a headstart.

Although the Seals sold 1,300 season tickets last year, the number of committed seats so far — before the major ticket drive — is over 1,500, most of it new business.

"We want our sales staff to bring in at least 1,000 tickets per month. We want 7,500 sold by Oct. 11 with an additional 3,000 per game in on special group programs.

"If we can achieve that then we'll have a house of 10,500 before anyone walks up to the box office to buy a single game ticket," he says.



# Van Gerbig Takes Control Of Seals

APR 21 1967

By SPENCE CONLEY

Barry Van Gerbig is in the driver's seat and the California Seals' National Hockey League express is aimed right at Oct. 11, the date the East-bay pros open against the Los Angeles Kings.

Van Gerbig, 27-year-old millionaire sportsman, has taken sole control of the Seals' NHL franchise and plans a full-bore promotional campaign to

make big league hockey the Bay Area's most successful professional sport.

The smiling, blond-haired Seal owner announced yesterday at an Athens Athletic Club press conference that he has bought out Shasta Corporation's interest in the Seals as expected, and has made several staff changes.

First off he pledged that the Seals will "saturate the area

with sales promotion. We are going to spend money, time and all our energies to make our game a success."

He said the Seals' ultimate goal is to fill the Coliseum Arena's 12,500 seats with season ticket holders and make a Seal ticket "the most valuable piece of property you can own."

Then, in line with predictions last week by the Trib-

une, he announced that he will serve the club as president and member of the NHL's Board of Governors; Frank Selke, Jr., a Montreal hockey figure, will be executive vice president; Tim Ryan will be vice president for public relations; and Jim Lingel will be vice president for sales.

He declared that Rudy Pilous, will remain as general manager.

Van Gerbig said the coaching job has been narrowed down to two candidates, Frank Mathers of Hershey in the American League and Bert Olmstead of Vancouver in the WHL.

"Both coaches are involved in playoffs in their respective leagues right now," Van Gerbig said, "and we won't have anything on the coaching

situation for another two weeks."

He also confirmed that the Seals will enter a temporary working agreement with Phoenix for the establishment of the WHL franchise.

The relationship will exist for possibly three years until the Seals are able to put a franchise in the Central Professional Hockey League as an out-and-out farm club.

The only thing holding up an official agreement between the Seals and Phoenix is the signing of a building lease by the Phoenix people with the Arizona State Fair Commission.

"Our agreement is that we give them a hockey team—18 players—and right after our own training camp they will have ownership of between

nine and 12 players, Van Gerbig explained.

Charlie Burns, the Seals' playing coach this year, has been offered a chance to take over the Phoenix club as both coach and general manager.

Burns, who also was present at the conference, said he hasn't made a decision.

Meanwhile, Van Gerbig said

Continued Page 58, Col. 5

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Shasta interest has been in the works for more than a month.

In a brief statement on the sale matter, the terms of which were not revealed, Van Gerbig said:

"... it has been agreed in principal that the interest of the California Seals would be

# Gerbig Maps Seal Sales Drive

Continued from 1st Sports Page

the Seals will play in the NHL's Western Division, along with the six new expansion franchises. The old six will form the Eastern Division.

Two teams from each division will slug it out for the Stanley Cup championship next spring, he said.

Van Gerbig's purchase of Shasta's interest has been in the works for more than a month.

In a brief statement on the sale matter, the terms of which were not revealed, Van Gerbig said:

"... it has been agreed in principal that the interest of the California Seals would be best served by a realignment of ownership and a centralization of management.

This decision is predicated on two main factors he continued, Shasta's diverse interests (Ice Follies and KJEO-TV, Fresno) outside hockey will demand the undivided attention of Shasta management and personnel.

Additionally the Seals' managerial responsibilities would be best served by single ownership and specialized management.

The two interests will continue, however, to work closely in the promotion and staging of major ice attractions in the Arena.

Van Gerbig, whose central attention is now on the June 5-9 NHL expansion draft in Montreal, says the club will spend the next six months in a driving ticket campaign to fill the Arena for next year.

And as Ryan remarked with a smile, "Season tickets for the Seals' 1967-68 National Hockey League season are now on sale."



# Seals Big League In Pay-Outs, Too

By SPENCE CONLEY  
Tribune Sports Writer

JUN 9 - 1967

MONTREAL — It's a good thing the California Seals are well-endowed as they prepare for their initial season in the National Hockey League, because before they take the ice to even open training camp it's going to cost them—and plenty.

It has already cost the Seals \$2 million to get 20 players in last Tuesday's NHL stocking draft, plus \$450,000 to the Western Hockey League for the right to play professional hockey (of any type) in the Bay Area.

And yesterday, the Seals learned the the WHL payoff wasn't sufficient. The Western League wants still more cash tossed into the "hurt-feelings" kitty.

And NHL president Clarence Campbell said in the historic meeting's concluding press conference, that the average salary of current NHL players is a whopping \$18,226 base with a \$24,000 tops including bonuses and pension benefits.

He followed that up by announcing that the NHL's minimum salary will be jacked up \$3,000 to \$10,000.

And then the NHL owner-player counsel agreed to in-

Continued Page 57, Col. 2



crease the per diem expense rate allowed for meals and road trip expenses from \$10 to \$15 per man.

In other words, owner Barry Van Gerbig may have a se-

vere case of writer's cramp by the time he finishes his contract negotiations and the several player trades and deals expected in the next few months.

As for the WHL's additional identification request, which involves a league (NHL) to league (WHL) payoff, Van Gerbig commented:

"We'll pay no more than one-twelfth of the amount the national league decides to pay them and we'd like to get that taken care of as soon as possible because we don't want any continuing ill will between the two leagues.

"We are prepared to negotiate in good faith for a reasonable settlement just so we can get the thing cleared up for the good of the game," he emphasized.

He explained that the primary reason they paid the WHL the \$450,000 in the first place was partially to move the Seals from San Francisco to Oakland and to buy the right to play pro hockey in the area. The present demand is between the two leagues for the departure of the Seals from the WHL.

As for the high salaries which drafted might expect, Van Gerbig observed:

"We aren't going to be the highest paying club in the league, nor the lowest, but somewhere in the middle.

"An established NHL player has the right to expect a good salary, but our other players will have to prove that they are worth top NHL salaries.

"We are going to resist the myth or misunderstanding that just because a player has been drafted he'll command a big salary: he's got to prove what he's worth first and the way to handle that is through bonus for seasonal performances and team finish.

"But," he added emphatically, "Nobody is going to get short-changed for an honest day's work."

# Seals Are 'Loaded' T After Hockey Draft

JUN 7 - 1967  
By SPENCE CONLEY  
Tribune Sports Writer

MONTREAL — Tom Johnson, former star National Hockey League defenseman and currently an executive assistant to the president of the Boston Bruins,

was emphatic:

"The California Seals will be 10 points ahead of the Western Division by Christmas and pulling away. They had a great draft!"

The Seals, loaded with mean, power-packed defensive talent, but a little weak in wings, picked 20 players in yesterday's National Hockey League expansion draft which many believe were the best of the lot.

Starting with veteran Charlie Hodge, the NHL's leading goalie in the 1965 and 1966 seasons, and defenseman Bobby Baun, Kent Douglas, Larry Cahan, and Bob Lemieux, the Seals are loaded — better stocked than even they had anticipated.

Hodge, who shared the Vezina Trophy top goalie award a year ago with Gump Worsley and won it alone two years ago, was delighted with his new club.

"All things being equal and if I had had anything to say about it, I would have wanted to play for the Seals."

The top-rated Montreal Can-

Continued Page 43, Col. 1



Dillard, a 1962 graduate of Oklahoma State University, was drafted by the Raiders in the NFL, but elected to play in Canada instead.

One colleague quoted a figure so high that Hale offered to swap places, letting the draftee coach and enlisting Hale as a player — at corresponding salaries, of course.

# Top Skaters

Continued from 1st Sports Page

adien goalkeeper said, however, that a few things must be worked out between he and the Seals before he's truly happy — like salary and his business problems in Montreal.

Seal Coach Bert Olmstead was very enthusiastic about his 20 new players.

But being top-heavy on defense, he hinted that the club probably will deal away several defensemen in order to beef up the forwards.

"We have a few things pending," said Olmstead "and some should be of some importance, but beyond that I'm not going to comment.

"I think we have an excellent defense. We have good goaltending and good centers and our wings could play right now, we're that balanced," he added.

Even Bob Lemieux, the Seals' 23-year-old eighth-round selection, was ecstatic about the Californian's potential in the new Western Division.

"Looking down the roster of our team," Lemieux said, "we certainly will be among the top two teams and probably the best team in the division. We certainly will be in contention for the Stanley Cup at the end of the season.

"Somebody had said that the new teams were just getting scraps from the table, but

I think we got more than scraps. We got some great hockey players. I'm very, very happy to be joining the Seals."

The big credit for the Seals' success in the draft was given to Bob Wilson, the 60-year-old chief scout, who spent the last six months watching every

professional hockey player in the business.

As a result of Wilson's work, and the great preparation the Seals had before coming into the draft, "we got basically what we wanted. Oh, there were a couple we missed, but other than that we were right on target," Olmstead said.

The Seals took seven defensemen, five centers, four right wings, two left wings, and two goalies in the draft.

Five were out of the NHL, 10 out of the WHL, including the league's top defenseman Larry Cahan, and the best rookie, Ron Boehm, both of Olmstead's Vancouver club last season.

The Seals figure to be a mean, hard-hitting team with a balanced mixture of age, experience and youth.

Olmstead said each of the new players would be notified officially of their new owners and contract negotiations would start as soon as possible.

Wild as the

# Pilous Plans Legal Action Against Seals

JUL 7 - 1967

Rudy Pilous is initiating legal action against the California Seals, who fired him as general manager last month.

The charge will be breach of contract, according to Pilous' attorney, Charles McCabe of Buffalo, N.Y., and the case is expected to go before an arbitration board in the near future.

Pilous signed a four-year contract with the Seals in May of 1966 and McCabe charged that "no formal offer of settlement has been made" on the part of the Seals.

"The contract called for an

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# With Suit

Continued from 1st Sports Page

annual salary of \$35,000," McCabe told The Tribune today.

"There was also a clause that said if by the second or third season the Seals finished in the top three of the National Hockey League's new Western Division, Pilous would get a cash bonus of \$10,000.

"Now he's lost that chance and we've been advised the Seals did so well in the recent draft that they will make it this season.

"Pilous is also losing out on the NHL benefits such as the pension plan, speaking engagements, endorsements and future income and his name has been damaged."

No decision has been made on how much will be asked for to cover damages. McCabe said he has written to NHL president Clarence Campbell to see what the loss of pension benefits will be.

He also said the loss of endorsements, speaking engagements and future income will involve a substantial figure.

San Francisco's Hartly Fleischmann, who is Pilous' California counsel, said he may meet with Seal attorneys next week to see if something can be worked out.

# The Ice Men Sell; Season Tickets Go

By WILLIAM DOYLE

Tribune Financial Editor

Selling ice hockey in July might be compared to swimming the Golden Gate on New Year's morning.

Both sound a little unlikely but the swim has taken place for years and the business office of the California Seals, Oakland's entry in the National Hockey League, is proving that you don't need a winter storm to interest fans in hockey.

JUL 25 1967

The Seals hope to sell 6,000 season tickets by the time their first season in the big league of hockey opens at the Coliseum Arena Oct. 11.

To date they have slightly more than 2,900 on the books and, James Lingel, vice president for sales, is confident the 6,000 goal will be reached.

In fact, the tall, slim Lingel who worked on sales for IBM in Oakland until he joined the Seals a year ago, preaches heresy for a professional sports operation.

## Profit the First Year

~~"We hope to make a profit the first year," he says.~~

In the process of putting black ink in the books the Seals expect in addition to their season ticket holders to attract an average of 2,000 day-of-the-game "walkup" customers and are pushing hard on group sales.

Five games are already sold out to organizations who have agreed to take those seats which remain after the season ticket and day-of-the game allocations are made.

And none of those five games is with any of the six veteran Eastern division teams who are expected to fill the Arena to its 12,000 seat capacity on each of their two visits during the season.

The Seals business office staff of 15 is definitely sales oriented, Lingel says.

Frank Selke Jr., president of the team voted most likely to succeed in the National League's new Western division, provides the hockey know-how from family background and a career tied to the sport for most of his life.

## Found Anywhere

The remainder of the staff, which occupies a suite of seven rooms at the Edgewater Inn, might be found in many a business operation however.

Vice presidents for sales and public relations, a comptroller and a general manager report to Selke and a staff of secretaries and typists work as they would in any office.

The 35-year-old Lingel is realistic in his approach to selling hockey tickets.

He says, "People don't have to have hockey. It's a discretionary purchase. You have to romance them a little bit."

And with this in mind he chose his sales staff from people with a background of selling something other than nuts and bolts.

We have a good product to sell and we don't want to leave it to sell itself, Lingel says. The attendance figures from the six established Eastern division teams for last season support his claim.

## Standing Room Only

The Montreal Canadiens and Chicago Blackhawks played to consistent standing room crowds and averaged 107 per cent of capacity for the season.

Toronto's Maple Leafs were at 102 per cent and the Detroit Red Wings 101 per cent.

Even the low clubs on the attendance ladder had respectable figures, Boston's Bruins with 91 per cent and New York's Rangers 88 per cent.

Of his own operation Lingel says, "In three years we'll be selling out every game and in five we'll have a season ticket sellout."

That season ticket sellout incidentally will always leave something between 500 and 1,000 seats for day-of-the game sale Lingel says.

And there is another break for the customer who might not be able to come up with the \$200 cost for a top seat on a season ticket basis all at once.

The Seals will accept monthly payments on season tickets through the season and still protect the rights to seats.

By the time the business operation moves into new quarters across the Nimitz Freeway from the Arenaduring the first week of the season everything should look easy to Lingel.



# Seals Open At Arena On Oct. 11

November will be busy for the California Seals because five of their eight home games during the month will be against Eastern Division foes.

The New York Rangers, who visit the Coliseum Arena on Nov. 1, will have the distinction of being the first old guard NHL club to do battle here against the Seals.

The Rangers will be followed by Pittsburgh, Chicago, Toronto, Los Angeles, Detroit, Montreal and Pittsburgh in that order.

The Seals, according to their official NHL home schedule released yesterday, will open the season Oct. 11 against Philadelphia at the Coliseum.

The Eastbay pros will meet each team in the Western Division 10 times (five at home and five on the road) and Eastern Division opponents four times (two at home and two away.)

Game time for all nights is 8 p.m., except on Sunday when the faceoff will be at 7 p.m.

Here is the Seals' 1967-68 home schedule:

October 11, Philadelphia; October 14, Minnesota; October 18, Los Angeles; November 1, New York; November 4, Pittsburgh; November 5, Chicago; November 8, Toronto; November 15, Los Angeles; November 16, Detroit; November 18, Montreal; November 25, Pittsburgh; December 6, Philadelphia; December 9, St. Louis; December 15, Boston; December 16, Minnesota; December 20, St. Louis; January 6, Minnesota; January 7, Los Angeles; January 10, St. Louis; January 14, Philadelphia; January 17, Pittsburgh; January 20, New York; January 21, Los Angeles; February 7, Pittsburgh; February 10, Minnesota; February 11, Toronto; February 14, Philadelphia; February 17, Boston; February 21, Chicago; February 28, Minnesota; March 6, Montreal; March 10, St. Louis; March 13, Detroit; March 20, Philadelphia; March 23, St. Louis; March 27, Pittsburgh; March 30, Los Angeles.

All games played at the Oakland Arena.

# Seals Already See Hockey Sellout

By GEORGE ROSS SEP 6 - 1967

The California Seals, whose players are only starting to pack for training camp, are already predicting a sellout of the Oakland Coliseum Arena for at least one of their early 1967 National Hockey League games.

"We think we can fill the place up next Nov. 5," Seals sales manager Jim Lingel said, "And for two very good reasons:

"One, we're making this and all-out charity game campaign to benefit the United Cerebral Palsy Association of Oakland, designating this a special game for their young people in the Cerebral Palsy Center.

"Two, we're playing the Chicago Black Hawks."

Mayor John Reading, in cooperation with

the Cerebral Palsy Association, has designated the week of Oct. 30 to Nov. 5 "National Hockey League Week" in Oakland, and downtown merchants and others will assist in the promotion, Lingel said.

The Seals, meeting with the Bay Area Sportswriters and Sportscasters Assn. at the London Inn today, revealed they've already topped the 3,000 mark in 1967-68 season ticket sales.

And, Lingel pointed out, with an opponent like the Black Hawks for the Nov. 5 game, the club has already experienced "considerable interest" in the Sunday evening clash. Lingel called a sellout "very likely."

Al Bingham, general manager of Alameda-Contra Costa Transit, and president of the

United Cerebral Palsy Association of Alameda County, said his group is "extremely pleased with the Seals-Black Hawks charity arrangements."

"This is an unusual positive gesture by the Seals," he pointed out. "In many cases such a charity promotion would involve a lesser opponent on an off night.

"The California Seals management has arranged that a very generous share of the proceeds for one of their major games comes to us for use at the Cerebral Palsy Center here in Oakland. We need it," he continued. "Needless to say, we will give a 100 percent effort to promote the game and fill the house."

Lingel pointed out that the Black Hawks will help fill the house too.

"When you have names like Bobby Hull and Stan Mikita to publicize, you don't need to twist the arms of hockey fans to buy tickets," Lingel said. "This is our top NHL attraction of the early season, we feel."

The game doesn't open the Seals' home season.

Bingham likened the game's charity aspects to those of the annual Shrine East-West Football game in San Francisco.

"When major league sports organizations and the press undertake to put their energies behind a program to benefit our unfortunate children, it does more for us than provide the funds we need so badly," he said. "It demonstrates to the community that a lot of people care."



## Club Oakland

Continued from 1st Sports Page

to be sold, it will be to Oakland people," he said, indicating he has had inquiries for local broadening of the ownership base.

Although agreeing that attendance figures are "nowhere near what we had hoped," Van Gerbig said the blame rests with the club's approach to sales, and said this approach is being modified.

"The public has a 'wait - and - see' attitude not only on our team but on the game itself," he said. "This is to be expected. I think we have to sell hockey as a sport, here in the west, together with selling tickets to our games.

"I would rather see 12,000 in the building for three games, learning to appreciate it, even if I'm only being paid for 6,000 seats," he said. "I'm dying for people to see the sport. People have to see it to appreciate it, and that means more than just a one - time exposure.

"Televising some home games will help accomplish this too," he said. "Of four home games, two have been televised. This has an effect on the gate, but we think it will help build fans in the long run."

He said that a group sales program is being revised to stimulate the introduction to hockey, with a three - for - two game plan and other inducements.

"The Sunday game with the Black Hawks looks pretty good," he said. "This is the Cerebral Palsy Center's promotion and we're very pleased with their cooperation. We anticipated a two-to-three-year program of selling hockey before we're over the hump."



# Seals Kill The Rumor

DEC 9 - 1967

By SPENCE CONLEY

The Oakland Seals cross-checked another "We ain't happy in Oakland" rumor today and went back to the more pressing business of playing hockey.

The Seals tangle with the blues-singing St. Louis Blues in the Coliseum Arena tonight hoping to make things still more uncomfortable for the cellar-dwelling Midwesterners.

The rumors, evidently revisions of ones killed last month by Seal boss Barry Van Gerbig, were stomped on again last night by the determined blond owner.

"We are not facing a financial crisis. We are not going to move the franchise. We are going to stay in Oakland and make NHL hockey a success," he declared last night from New York.

"We are disappointed in the attendance. When we went into the National League this year, we felt we could expect a 50 per cent improvement in attendance, but we have been doing about as well, and on some occasions not as well, as we did in the Western League last year.

"We've spent considerable money by anybody's standards in promoting our game," continued Van Gerbig, "but we are in a quandary as to what the answers are to filling in the building."

Van Gerbig's remarks to The Tribune came following a meeting of NHL owners in

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# At Arena

Continued from 1st Sports Page

New York yesterday during which growing pains among the six new expansion franchises were a prime topic.

Even NHL president Clarence Campbell reaffirmed Van Gerbig's position.

"I am pleased with the progress the club is making and there is no thought of moving the Oakland team to another city. I don't consider it in a bad financial way," he said.

The Seals' players, unruffled by the reports, are busily preparing an ambush for the luckless Blues, eyeing their second straight win and their fifth in the last 10 games. They've only lost three times during that period.

With boss Bert Olmstead away on business, the Seals will be guided tonight by chief aide Gordon Fashway. "Fash" will be looking for the same kind of balanced team effort which carried his club to a 4-2 win over Philly on Wednesday.

The Blues, the only team the Seals haven't played yet this year, bring something old, something new, something borrowed, and something blue, into the Arena tonight.

The old is 36-year-old Dickie Moore, a high-scoring NHL veteran who toiled for many years with the Montreal Canadiens. He won the league scoring championship 10 years ago and is hoping to recapture some of the great years he enjoyed. He was signed last week after a two-year retirement.

The new is a collection of five first year pros who give coach Scotty Bowman some youth to go with the experienced players on his roster.

The borrowed is Bowman's refusal to surrender despite the fact that his club has lost 16 of 23 games this year, a refusal he hopes has rubbed off on his players.

"We've been late to jell mainly because we've had injuries to key players and we've had to do a lot of shuffling around. We may be down but we are not discouraged and we know that we are a better team," says Bowman.

The blue, in addition to the St. Louis' nickname and team color, is how Bowman feels about the club's 10 losses in the last 11 games.

Oakland is hoping, if they can, to catch fourth place Minnesota at St. Louis expense. The Seals are bouncing pretty good recently and have only been beaten three times in their last nine games. They've won four and tied two.

# Seals Not Planning Move—Van Gerbig

DEC 12 1967

By ED SCHOENFELD

Owner Barry Van Gerbig of the Oakland Seals returned here from Vancouver today and flatly stated there absolutely is no reason for published reports he is making plans to move his National Hockey League franchise to the British Columbia city.

"I have not given anybody any encouragement to assume that I am planning to transfer the franchise," Van Gerbig said.

"Before I could conceivably do anything like that, I would have to consult with my fellow governors of the National Hockey League, and I have not done so."

A Vancouver newspaper reported yesterday Van Gerbig told one of its reporters he was interested in the possibility of moving to Vancouver if attendance does not pick up in Oakland.

Van Gerbig said here that quotes attributed to him by the Vancouver paper "were taken out of context."

"I was in Vancouver," he stated, "at the invitation of a good friend to look at their new building. Obviously his invitation was motivated by the conditions in Oakland."

"I went to Vancouver out of curiosity, and not to horse trade."

The Associated Press reported the NHL gave Van Gerbig permission to look into new sites for the Seals.

Van Gerbig denied the report.

"At no time," he said, "has the league discussed with me, or I with it, the possibility of making a move."

The Seals' owner said the NHL governors discussed Oakland's situation during its meeting last Friday in New York.

"The league recognized we

were having difficulties in attendance in Oakland," Van Gerbig said. "We got an overwhelming vote of confidence in that the league would do anything necessary to help us out."

"If we should need support in any way the league pledged it would give it to us."

"But, at no time during the entire session was the subject of transferring the franchise discussed."

Pres. Robert T. Nahas of Coliseum, Inc. today said:

"We have a five year firm lease with options with the Seals and we have never been

Continued Page 48, Col. 1



given any indication that they are considering moving from Oakland."

"We are interested in the possibility of Vancouver," Van Gerbig was quoted as saying by The Vancouver Sun.

**"With the lack of support in Oakland we have to consider alternatives which could mean the transfer of the franchise.**

"We haven't decided on anything yet and we hope that the crowds in Oakland will pick up once the football season is over," he was quoted as saying.

Van Gerbig went to Vancouver at the personal invitation of Frank McMahon, wealthy Canadian businessman who is also chairman of the Pacific National Exhibition in Vancouver.

Currently under construction on the PNE grounds is a new 15,000 seat arena which Van Gerbig toured yesterday.

Seal Coach and General Manager Bert Olmstead also was in Vancouver yesterday, but Van Gerbig insists Olmstead's presence was mere coincidence.

Olmstead had gone to Seattle to see Rochester play then flew into Vancouver to talk with Jim Gregory, coach of the WHL Canucks.

Van Gerbig says that the Seals have lost about \$10,000 per game in 13 home dates and the average attendance has been fewer than 4,800.